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## **UNAPPROVED DRAFT MINUTES**

DESIGN REVIEW BOARD  
CITY OF SEBASTOPOL  
MINUTES OF June 07, 2017

SEBASTOPOL CITY HALL  
CONFERENCE ROOM  
7120 BODEGA AVENUE  
4:00 P.M.

### **DESIGN REVIEW BOARD:**

The notice of the meeting was posted on June 01, 2017.

**1. CALL TO ORDER:** Vice Chair Bush called the meeting to order at 4:01 P.M.

**2. ROLL CALL:**

<b>Present:</b>	Cary Bush, Vice Chair Lars Langberg, Board Member Christine Level, Board Member Gregory Beale, Board Member
<b>Absent:</b>	Ted Luthin, Chair (excused) Lynn Deedler, Board Member (excused)
<b>Staff:</b>	Dana Morrison, Assistant Planner Rebecca Mansour, Planning Technician

**3. APPROVAL OF MINUTES:** May 17, 2017

Board Member Langberg asked a question of staff.

Board Member Langberg made a motion to approve the minutes as submitted.

Board Member Level seconded the motion.

AYES: Vice Chair Bush and Board Members Level, Beale and Langberg

NOES: None

ABSTAIN: None

**4. PLANNING DEPARTMENT UPDATE ON MATTERS OF GENERAL INTEREST:** There were none.

**5. COMMENTS FROM THE PUBLIC REGARDING ITEMS NOT ON THE AGENDA:**

ila Benavidez-Heaster, 7777 Bodega Avenue, commented:

- Thanked the Board for allowing her to talk with them at the end of the last Board meeting.
- Apologized to Board Member Beale.

- Expressed having been moved by the breakthrough that she saw transpire at the last Board meeting.
- Has been watching the Board for the past four years.
- Thanked the Board for listening to the public at their last meeting and believed it to be a real affirmation.
- The work that the Board did at their last meeting will serve them well in their decision making in the future.
- Appreciated the informal nature and ease of what transpired at the last Board meeting.
- Reiterated her thanks to the Board.

The Board thanked Ms. Benavidez-Heaster.

Board Member Level commented:

- Appreciates Ms. Benavidez-Heaster's consistent attendance.
- Wishes for more public involvement.
- Thanked Ms. Benavidez-Heaster for her kind comments.

The Board concurred.

Hearing nothing further, Vice Chair Bush closed the public comment period.

**6. STATEMENTS OF CONFLICT OF INTEREST:** Chair Luthin was absent due to a conflict of interest with both items on the agenda.

**7. CONSENT CALENDAR:** There were none.

**8. REGULAR AGENDA:**

- A. **Minor Sign Review with Sign Amendment:** This is a Minor Sign Review application with a Sign Program Amendment, requesting approval to remove 4 signs and install 7 signs at 6770 McKinley Street. The current business, occupying unit #140, is rebranding and the owner is looking to update their street frontage signage. In June of 2016 an Administrative Permit was approved (2016-38) which permitted the installation of two tenant blade signs and two wall signs for Sebastopol Kitchen and Table. The project proposes to replace these existing signs with the newly rebranded company name; in addition, the applicant is looking to add one anchor tenant sign (permitted in the Master Sign Program, with an amendment regarding location) and two awnings with lettering signage (currently not permitted under The Barlow Master Sign Program).

Assistant Planner Morrison presented the staff report.

The Board asked questions of staff.

The applicant, Gordy Ross, gave a presentation and was available for questions.

The Board asked questions of Mr. Ross.

The Board asked additional questions of staff.

Vice Chair Bush asked if members of the public wished to comment on this item.

Hearing none, Vice Chair Bush closed the public comment period and brought it back to the Board for discussion.

Board Member Beale commented:

- Appreciates the level of detail in the submittal.
- The proposal is in good taste and is consistent with the architecture in the area.
- Likes the painted on sign for The Barlow, however, he questioned precedent for this type of sign for businesses in the Downtown Core, for example.
- Specific to this location in The Barlow, he likes what he sees and considers it a good fit.
- The awnings are a nice addition.

Board Member Level commented:

- In response to Board Member Beale's question on precedent, she commented;
  - Expressed no concern for precedent.
  - The Board has been favorable to applications for large, painted on signs elsewhere in town.
  - An applicant would have to come before the Board with their proposal for a large painted on sign on an individual basis.

Vice Chair Bush concurred.

Board Member Level commented:

- Agreed with staff on there being a good justification for the corner application of the sign.
- Out of a desire for consistency by the Board, she would like to know how Vignette justified the addition of awnings for their business.
- Sees the justification that is being used for this application, however, it is important to ensure consistency by the Board.
- Totally understands why the awnings are desired.
- The word 'vibrant' is used a lot in this application, however, the color brown is not what she would consider vibrant.
- To be consistent with what was provided by the applicant, she would like to see a more vibrant color choice.
- The definition of vibrant is, 'bright and striking'.

Board Member Langberg commented:

- Overall, the wall, blade, and big corner signs are great.
- Expressed being all for the awnings functionally, however, this type of awning does not really belong in The Barlow like it does in the downtown.
- The use of a more industrial-type awning would fit The Barlow much better.
- Disagreed with Board Member Level in that he considered the colors to be vibrant in a classic, not bold, way.
- Reiterated his preference for a more evocative, industrial-type awning.

Property owner, Barney Aldridge, interjected.

With Vice Chair Bush's okay, Mr. Aldridge stated that he agreed with the use of a more traditional, industrial-type awning and asked a procedural question of the Board.

Vice Chair Bush commented:

- It is important to consider branding when reviewing design elements.
- Wouldn't want to compromise branding for any applicant.

- The logo, colors and feel of the signage have a timeless quality to them.
- Expressed having no issue with the awning itself.
- The feel of the awning, as proposed, works quite well.

Board Member Level commented:

- Board Member Langberg makes an excellent point on the style of the awnings.
- The style of the awnings as proposed is in conflict with the style of the architecture at The Barlow.
- Expressed not being opposed to use of the color brown, however, she disagreed that it was vibrant.
- If the style of the awnings is changed it should come back for Board review and approval.
- There are some really nice style awnings that would tie in better with the architecture of The Barlow.

Board Member Beale commented:

- Expressed having no issue with the proposal as submitted, including the structure of the awning as well as the colors.
- The colors have to do with their branding.
- There is something timeless, or old fashioned, about the signage.
- The texture, material and color of the awning softens and breaks up the monotony of the surfaces there.
- After hearing other comments, he likes the proposed awnings even more.
- The proposal works.
- Likes the fact that the framing of the awning isn't the main focal point.
- The contrast is good.

Vice Chair Bush commented:

- Echoed Board Member Beale's comments.

Committee Member Langberg commented:

- The Barlow is no longer an apple packing district.
- Feels a little too old fashioned.
- The Barlow is a distinctive place.
- A different type of awning could still tie-in with Main Street, just in a different way.

Board Member Level commented:

- The applicant's submittal for items 8A and 8B claims that The Barlow is uniquely different and distinctive.
- Given that, it does not make sense to tie-it in with the style of awnings on Main Street.

The Board asked additional questions of staff and the applicant.

Vice Chair Bush commented that, without signage being on them, the applicant could put up any style of awning through an administrative approval process.

The Board asked additional questions of staff and summarized the views expressed thus far.

Mr. Aldridge approached the Board with an image depicting an example of the industrial-type awning that had been discussed. A style which he indicated liking very much.

Board Member Langberg commented that the matter of awnings may be more appropriately discussed under item 8B on this agenda as it could apply to The Barlow as a whole, not just this business.

The Board agreed.

Mr. Ross responded on the matter of deferring a decision on the awnings until after discussion of item 8B by stating that that would be reasonable to do.

The Board asked questions additional questions of staff.

Board Member Level made a motion to approve the application as submitted with the following:

- The awnings are excluded from this approval.

Board Member Beale seconded the motion.

The Board agreed to return to the matter of awnings after discussion of Item 8B.

Board Member Level amended her motion to approve the application as submitted with the following:

- The proposed awning signage is approved to be place on a metal awning instead and shall be subject to Administrative Review.

Board Member Langberg seconded the amended motion.

Board Member Beale commented that he would have voted to approve the awnings as proposed.

Vice Chair Bush concurred.

The Board voted on the amended motion as follows:

AYES: Vice Chair Bush and Board Members Level, Beale and Langberg  
NOES: None  
ABSTAIN: None

**B. Preliminary Review for Barlow Master Sign Program Amendment:** This is a Preliminary Design Review application, requesting Design Review Board comments on a proposed amendment to the existing Barlow Master Sign Program. The Barlow already has an existing sign program, however the applicant is looking to add to the existing permitted signs to better help visitors locate the entrance to The Barlow area. The applicant is presenting the project for Preliminary Review at this time. This gives the applicant an opportunity to identify design options under consideration so that the Board can provide feedback. This also gives the Board the opportunity to make comments on the application and seek clarification on any project components that may be unclear.

Assistant Planner Morrison presented the staff report.

The Board asked questions of staff.

The applicant, Gordy Ross, gave a presentation and was available for questions. Property owner, Barney Aldridge, was also present and available for questions.

The Board asked additional questions of staff and well as questions of Mr. Ross and Mr. Aldridge.

Vice Chair Bush asked if members of the public wished to speak on this item.

ila Benavidez-Heaster, 7777 Bodega Avenue, commented:

- Hopes for work between The Barlow and the Sebastopol Downtown Association.
- Expressed a concern with separation between The Barlow and the downtown.
- Understands what The Barlow is trying to achieve.
- There is a need and a desire for more cohesion between the downtown and The Barlow.

Hearing nothing further, Vice Chair Bush closed the public comment period and brought it back to the Board for discussion.

The Board asked additional questions of Mr. Ross and staff.

Vice Chair Bush and Committee Member Langberg commented that outreach to area businesses, particular in the downtown and including the Sebastopol Downtown Association, may be a good idea.

The applicant agreed on that being a good idea.

At the request of a Board Member, Vice Chair Bush adjourned the meeting at 5:10 p.m. for a brief break.

Vice Chair Bush reconvened the meeting at 5:12 p.m.

Board Member Langberg commented:

- The Barlow is an awesome place, a place that he likes a lot.
- The Barlow brings a lot to Sebastopol.
- The Barlow is very successful because of its pedestrian qualities.
- Main Street could use a lot of help along those lines.
- Appreciates Ms. Benavidez-Heaster's comments on the lack of connection between the downtown and The Barlow.
- Agreed that a connection between The Barlow and the downtown is needed.
- The more we can work together to create a thriving town, the better.
- The Barlow should not tone down its improvements while waiting for Main Street to catch up.
- Encouraged the property owner to continue pushing forward to make The Barlow a better place.
- Hopefully the rest of the town will step up and do the same thing.
- Hotel Sebastopol is an important piece and will help connect The Barlow with the downtown.
- Overall, some of the ideas are better than others.
- Some of the market district ideas are borderline in terms of being a slightly kitschy symbol of a market district more than an actually thriving market district.
- The painted crosswalk element is too much.
- The letters up above the painted crosswalk element are very nice, very elegant and work really well as a very effective gateway on both ends of McKinley.

- The big yellow 'Welcome to Sebastopol' and 'Market District' letters at the corner of Sebastopol Avenue and Morris Street work really well.
- The tank at the corner of Sebastopol Avenue and Morris Street feels like a kitschy, industrial element and is too one dimensional in a sense.

Mr. Aldridge interjected and indicated that the tank at the corner was removed today. He noted that local artist, Patrick Amiot, will be doing an artwork with it.

Board Member Langberg commented:

- The thematic fencing, as a unifying element along the perimeter of the Barlow, is a nice idea and makes a lot of sense.
- The burma shave idea is dated, distracting, and he does not like it.
- There is a timeless quality to the architecture of The Barlow.
- The Barlow is an industrial facility that has transformed itself really nicely away from being an industrial facility.
- Cautioned the applicant against adding stuff to the project that may feel dated in five year's time.
- Street graphics can be tricky in appearing dated.
- Prefers simpler elements.
- Likes the street letters over McKinley.
- Likes the gateway concept by Guayaki.
- Agrees with the applicant on the identity confusion between The Barlow and Guayaki and commented that the proposed changes to address that would be a good move.
- The Barlow Gateway element is nice.

Board Member Level commented:

- Out of a liability concern, it would be unconscionable to have street graphics on public streets.
- Street graphics, on private property, could really help The Barlow.
- Expressed confusion over what is, and what is not, within The Barlow.
- Suggested that a simple street graphic, such as a 'B', be used at every private street entrance into The Barlow. She noted that the same graphic should be used at every entry point.
- Cannot support the tall entry signs along Sebastopol Avenue as they are too big and way out of proportion to anything else in Sebastopol.
- Once the signs are there, a new owner can come in and change them and the City would have little in the way of being able to control that.

Mr. Ross responded:

- Just across the street, at Gravenstein Station, is a very large water tank which features signage.
- The proposed is not as tall as, nor as massive, as that tank.
- In terms of surrounding scale, both the Guayaki and the Community Market buildings are very long and massive. The scale of the current sign in front of Community Market is not appropriate for a market district the size of The Barlow.

Board Member Level commented:

- Was not a part of approving the water tank sign.
- Understands what the applicant is saying about scale, however, the area is tight and packed in and cars are not passing by at high speeds.
- These scale of these signs will feel overbearing to pedestrians.
- The entry with the burma shave and all of that is screaming at you and is overwhelming.

- Likes the thematic fencing along the perimeter of The Barlow.
- Reiterated her concern, for Board consideration, of the possibilities in terms of what the signage could be changed to if the property changed ownership.
- Expressed disappointment with the tank having been removed.
- The 'Welcome to Sebastopol Market District' sign at the front entry seems to indicate that The Barlow is the market district of Sebastopol when it is not, there are other market districts in Sebastopol.
- Suggested that it be changed to read either, 'Welcome to Sebastopol The Barlow Market District' or, 'Welcome to Sebastopol A Market District'.

Board Member Langberg commented:

- Appreciates the 'Welcome to Sebastopol' reference.
- Agreed on the need for clarity when it comes to the 'market district' reference.

Board Member Level commented:

- The Barlow is high-end retail.
- Cautions branding The Barlow as the market district of Sebastopol because doing that would be exclusionary.
- It is important to recognize the sensitivity of longtime residents of Sebastopol and people who have never been patrons of The Barlow.
- It is important to be sensitive to the entire community.
- Would expect some pushback from the community if The Barlow tries to brand itself as the sole market district in town.
- With regards to the tall entry signs along Sebastopol Avenue; she suggested that the applicant do a mockup of the signs and give the public an opportunity to comment on them.
- Suggested running the thematic fencing down towards the corner and tying it in to a nice sign at the corner of Morris Street and Sebastopol Avenue.

The applicant responded that they really liked the idea of extending the thematic fencing down towards the corner of Morris Street and Sebastopol Avenue.

Board Member Level comments continued:

- The brand strip with arrows at the top of the Guayaki building is nice and subtle, not overwhelming.
- Little, subtle details make a huge difference and have a positive impact on people.
- Suggested defining the entrance into the parking lot of Community Market as a street to draw people in.
- People are conditioned for certain things, take advantage of that.
- Likes the crate stack idea.
- The consistency of the corner sign on the Guayaki building is nice.
- Likes the pedestrian wayfinding signs.
- The pedestrian wayfinding signs are crucial.
- Reiterated her preference for a more industrial-type awning.
- Encouraged the applicant to spend more time developing an idea for the corner of Morris Street and Sebastopol Avenue as that location is really important.
- Encouraging people to use the parking lot entrance to Community Market as more of an entrance to The Barlow would be a good move.

Board Member Beale commented:

- Has benefited from hearing the other members of the Board comment.
- Has liked, and continues to like, a lot of aspects of The Barlow in terms of the various businesses, the aesthetic and the design.

- Has gained an understanding, through this discussion, of the purpose of their rebranding.
- Completely understands and supports the applicant's effort to rebrand.
- Labeling The Barlow as 'The Barlow Market District' will describe the place as a whole.
- The program that is being developed will give purpose, tie-in, and guide people through The Barlow.
- Through this process, there is a completeness to the applicant's efforts to address what is currently lacking.
- The Barlow is a unique complex.
- The responsibility that the applicants have to do this thoughtfully and respectfully is really high.
- The scrutiny being brought by the Board is appropriate.
- Respects and appreciates the help that this process is providing.
- The Highway 12 access is confusing now and won't necessarily be solved with rebranding.
- Likes a lot of the design, the aesthetic, the functionality, the cohesiveness, and the completeness in terms of how it spans the entire property.

The Board asked additional questions of Mr. Ross.

Board Member Beale suggested that the applicant consider restricting flow at the entrance off of Sebastopol Avenue in order to lessen confusion with the nearby parking lot for Community Market.

Mr. Aldridge responded that he liked the idea of defining that entrance, as Board Member Beale described, however, he did not think that that would be possible given what he knows regarding emergency access requirements and the like.

Board Member Beale commented:

- Suggested delineating between the two equal entrances along Sebastopol Avenue somehow.
- Agreed with Board Member level in that the burma shave idea is a little over the top, especially fronting on the main artery to town.
- Without being specific to the proposed size, he expressed liking the branding of the taller signs at the entrance along Sebastopol Avenue and felt that they were clever.
- Does not like the idea of constant signage of some sort running along Sebastopol Avenue.
- Expressed really liking the idea of consistent fencing along the perimeter in the area as suggested by Board Member Level.
- The access point along Sebastopol Avenue, which is the most traveled by, is the least appealing of all of the entrances.
- The access point along Sebastopol Avenue needs to somehow be made more intimate, more specific.
- The majority of the concept, as a whole, is directed towards foot traffic.
- The Barlow is the place to go, for people of any economic background, if you have kids because it doesn't have traffic running straight through it.
- The signs along Highway 12 are very large, but they feel consistent and proportionate given the scale of what is around them.
- Likes the style of the overhead signage on each end of McKinley.
- The piece that spans over the entrance along Sebastopol Avenue feels a little bit like the Universal Studios entrance and it doesn't seem to relate to anything else in the concept.

Vice Chair Bush commented:

- When he is out walking around town he frequently runs into people who are looking for The Barlow.
- Enjoys and appreciates The Barlow.
- Loves the branding.
- The Barlow needs a sense of containment.
- Expressed being excited about what he is seeing in this proposal.
- This is a great way of taking something that is already really good and making it that much better.
- There are some minor details that may not be to his liking but, for the brand, it is significantly consistent.
- There is a timelessness to what is out there already.
- In terms of the proposal, he likes the iconic, classic, and timelessness of it.
- Gravitates towards the less literal.
- Loves the 17' high crate stack idea.
- A gateway is supposed to be significant.
- Wonders about the vision triangle along Sebastopol Avenue.
- Suggested further study on site circulation, ingress and egress.

Mr. Aldridge asked a question of staff.

Vice Chair Bush commented:

- Likes the containment opportunity with extending the thematic fencing down along the perimeter, as suggested by Board Member Level.
- The changeable event banner space is dynamic and works well.
- The overhead spanning features are needed.
- The crate stack idea is iconic.
- Creation of The Barlow as a market district is great.

Board Member Level commented:

- Suggested repeating the crate stack idea at the entrance off of Sebastopol Avenue.
- Consistency, especially at the entrances, is key.
- Repeating the crate stack idea at the entrance off of Sebastopol Avenue would mirror what is going on across the street at Gravenstein Station with the water tank.

The Board asked additional questions of the applicant.

Board Member Langberg commented:

- Offsetting the crates would make them much more striking.
- The entrance off of Sebastopol Avenue should include simple signage so as not to be too much of a distraction. The same is true for the corner of Sebastopol Avenue at Morris as well as the corner of Morris Street and McKinley.
- The signage should become more specific once inside The Barlow.

Board Member Beale commented:

- Likes the way the applicant has chosen to introduce the program of The Barlow via the various icons, without getting into the details.

Board Member Langberg expressed being in agreement with Board Member Beale.

Board Member Beale commented:

- Likes the idea of offsetting the crates and commented that the icons could be used on the various sides of the crates as well.

Board Member Langberg commented:

- Suggested keeping the varying scale and different materials of the thematic fencing, however, he noted that the Board seems to agree that the words themselves don't necessarily seem to do much.
- The applicant may want to consider using a sheet of rusted steel for the thematic fencing.
- Cautioned against breaking up the varying scale of the thematic fencing.

Board Member Beale seconded that suggestion.

The applicants expressed liking that suggestion.

The Board asked additional questions of the applicant.

Board Member Langberg and Vice Chair Bush expressed liking the existing black wayfinding signs as they are and commented that they are very classy, timeless and elegant.

Board Member Beale commented:

- Likes the pavement graphics.
- The pavement graphics will be a key part to The Barlow's identity.
- It would be idea for the pavement graphics to have a story or purpose behind it.
- The pavement graphics could present a neat community involvement opportunity.

The Board asked additional questions of the applicant.

Hearing nothing further, the Board concluded their comments on this item.

The Board returned to their discussion and motion on the awnings under Item 8A.

**9. DISCUSSION ITEMS:** None

**10.REPORTS FROM THE BOARD/STAFF:** None

**11. ADJOURNMENT:** Vice Chair Bush adjourned the meeting of the Design Review Board at 6:33 p.m. to the next Design Review Board meeting to be held July 05, 2017 at 4:00 p.m., at the Sebastopol City Hall, 7120 Bodega Avenue, Sebastopol, CA.

Respectfully Submitted By:

Dana Morrison  
Assistant Planner